

transmitting a presentation request from said addressable processing equipment at said user location to said presentation preparation server, said presentation request including a destination address corresponding to said addressable processing equipment at said user location;

receiving a plurality of selectable presentations at said presentation preparation server;

converting said selectable presentations to MPEG digital video format;

storing said selectable presentations in MPEG digital video format in a presentation database memory;

retrieving one of said selectable presentations corresponding to said presentation request from said presentation database memory to form a selected presentation in MPEG digital video format;

multiplexing said selected presentation in MPEG digital video format into an MPEG digital video transport stream;

transmitting an addressable message to said addressable processing equipment at said user location to indicate the position of said selected presentation in MPEG digital video format in said MPEG digital video transport stream;

transmitting said MPEG digital video transport stream from said broadband signal distribution head-end;

receiving said addressable message at said addressable processing equipment at said user location to indicate the position of said selected presentation in MPEG digital video format in said MPEG digital video transport stream; and

receiving said selected presentation at said addressable processing equipment at said user location.

65. A method in accordance with claim 64, further comprising:

transmitting a log on request from said addressable processing equipment at said user location to said presentation preparation server;

receiving a user number from said presentation preparation server at said addressable processing equipment; and

using said user number to identify MPEG digital video signals transmitted from said presentation preparation server to said addressable processing equipment at said user location.

66. A method in accordance with claim 64, wherein said selected presentation in MPEG digital video format is an MPEG I-frame forming a still image.

67. A method in accordance with claim 64, wherein said selected presentation in MPEG digital video format is an MPEG P-frame forming a data overlay.

68. A method in accordance with claim 64, wherein said selected presentation in MPEG digital video format is a group of pictures sequence including at least one MPEG I-frame and one or more MPEG P-frames forming a video sequence.

69. A method in accordance with claim 64, wherein said selected presentation in MPEG digital video format is a combination of MPEG I-frames, MPEG P-frames and MPEG B-frames.

70. A method in accordance with claim 64, wherein said selected presentation in MPEG digital video format is an MPEG encoded audio sequence.

71. A method in accordance with claim 64, wherein said step of multiplexing said selected presentation in MPEG digital video format into an MPEG digital video transport stream includes assigning a packet identification (PID), a program association table (PAT), a program map table (PMT), and a program clock reference (PCR) to said selected presentation in MPEG digital video format, wherein one program clock reference (PCR) is used for multiple PIDs.

72: A method in accordance with claim 64, wherein said presentation request from said addressable processing equipment at said user location to said presentation preparation server is transmitted over a two-way broadband signal distribution network.

73: A method in accordance with claim 64, wherein said presentation request from said addressable processing equipment at said user location to said presentation preparation server is transmitted over a telephone line.

75. A system for interactive distribution of selectable presentations, said system comprising:

addressable processing equipment at a user location, said addressable processing equipment transmitting a request for a presentation;

a presentation preparation server, including a receiver coupled to said addressable processing equipment at a user location for receiving said request for a presentation;

a presentation conversion utility at said presentation preparation server for encoding said selectable presentations into MPEG digital video format;

a presentation database memory coupled to said presentation conversion utility for storing said selectable presentations encoded in MPEG digital video format;

an MPEG packet multiplexer coupled to said presentation database memory;

a broadband signal distribution head-end coupled to said MPEG packet multiplexer; and

a broadband signal distribution network coupled to said broadband signal distribution head-end and to said addressable processing equipment at said user location, for transmitting said selected presentation corresponding to said request for a presentation to said addressable processing equipment at said user location,

wherein said addressable processing equipment decodes said selected presentation in MPEG digital video format for display to said user.

76. A system in accordance with claim 74, wherein said presentation conversion utility is coupled to the Internet, and said request for a presentation is a designation of a Uniform Resource Locator (URL).